

WHAT IS CLAIMED IS:

1. A kiosk configured for selling and manufacturing customized food for a pet, said kiosk comprising:

- a customer interface area;
- a biological sample analysis and handling area;
- a base product display area;
- at least one product additive storage area; and
- an ingredient mixing and customer observation area.

2. A kiosk according to Claim 1 wherein said biological sample analysis and handling area is configured with a biological sample disposal area.

3. A kiosk according to Claim 1 wherein said kiosk is further configured to be expanded or contracted.

4. A kiosk according to Claim 1 wherein said kiosk is further configured to be portable.

5. A kiosk according to Claim 1 wherein said kiosk is further configured to be covered and locked.

6. A kiosk according to Claim 1 further comprising a base product storage area.

7. A kiosk according to Claim 1 wherein said kiosk is constructed from at least one of wire shelving, stainless steel supports, plastic bins, and laminated wood and stainless steel shelving.

8. A kiosk according to Claim 1 wherein said at least one product additive storage area is stocked with at least one of a dry inventory and a liquid inventory.

9. A kiosk according to Claim 1 wherein said kiosk comprises three separate units, including at least one of a consumer interaction station, an analysis station, and a workstation.

10. A kiosk according to Claim 1 further comprising a computer configured to store at least one custom pet food for an individual pet profile.

11. A kiosk according to Claim 1 further comprising graphics panels to advertise said kiosk and the functionality of said kiosk.

12. A method for marketing a customized food product for a pet using a kiosk, the kiosk including at least one of a consumer interaction station, an analysis station, and a workstation, said method comprising:

providing a questionnaire at the consumer interaction station for profiling pets;

performing an analysis of a biological sample for a pet at the analysis station;

receiving a customized pet food product formula based on the questionnaire answers and the biological sample at the analysis station; and

preparing a sample of the customized product for the consumer at the workstation.

13. A method according to Claim 12 further comprising storing results of the questionnaire and the biological sample analysis as a pet profile at the analysis station.

14. A method according to Claim 13 further comprising using the pet profile stored at the analysis station to prepare additional portions of the product additive at the workstation for repeat consumers.

15. A method according to Claim 12 wherein preparing a sample of the customized product at the workstation further comprises preparing a custom product additive to be added to a base formula.

16. A method according to Claim 12 further comprising affixing graphics panels to at least one of the consumer interaction station, the analysis station, and the workstation.

17. A method according to Claim 12 wherein preparing a sample of the customized product comprises adding at least one of a dry product additive and a liquid additive to the base formula.

18. A method according to Claim 12 wherein receiving a customized pet food product formula further comprises modeling questionnaire responses and the analysis of the biological sample.

19. A method according to Claim 12 wherein performing an analysis of a biological sample for a pet comprises performing the analysis using a computer located at the analysis station.

20. A method for providing a customized food product for a pet using a kiosk, the kiosk including at least one of a customer interface area, a biological sample analysis and handling area, a base product storage area, at least one product additive storage area, and an ingredient mixing and customer observation area, said method comprising:

receiving at least one of a biological sample and pet questionnaire information at the customer interface area;

processing the data from the sample and the questionnaire at the biological sample analysis and handling area;

selecting a kibble from the base product storage area based on the processed data;

mixing a customized additive from ingredients stored in the product additive storage area at the ingredient mixing and customer observation area based on the processed data; and

presenting the selected kibble and the customized additive to the customer at the ingredient mixing and customer observation area.

21. A method according to Claim 20 wherein processing the data from the sample and the questionnaire further comprises generating feeding instructions and package labels.

22. A method according to Claim 20 wherein presenting the selected kibble and the customized additive further comprises providing feeding instructions and package labels to the customer.

23. A method according to Claim 20 wherein presenting the selected kibble and the customized additive further comprises presenting the customer with a customized measuring scoop for the kibble and a custom-selected spoon for the customized additive.

24. A method according to Claim 20 wherein presenting the selected kibble and the customized additive further comprises presenting the customer with recommendations concerning frequency and conditions of future biological sample analyses and profile updates for their pet.